# **Communicating Science**

Sara Santesson

Department of Communication and Media



## Today's agenda

- Reasons for communicating your research to nonspecialists
- The scientist's challenges
- Communicating with a broad audience:

The rhetorical situation

The content

The structure

The style

The presentation

PhD student talks – game rules for the audience



# Why communicating your research to nonspecialists?

- The public benefit let society benefit from scientific findings
- Be able to cooperate with colleagues with different educational background
- Researchers writing popular science get a higher citation frequency (Phillips et al. 1991)
- Deepens your understanding



# Science students writing popular articles about degree project

### Students' strengths

Most students manage to

- write informative and catchy titles
- write an interesting introduction.

(Pelger, S., Santesson, S. & Josefsson, G. 2009)



### Students' weaknesses

Many students are unable to

- highlight the key message
- expand the perspective
- argue the relevance of the project
- generalize and speculate.



# The rhetorical working process

- Analyze
- Invent
- Structure
- Formulate
- Present

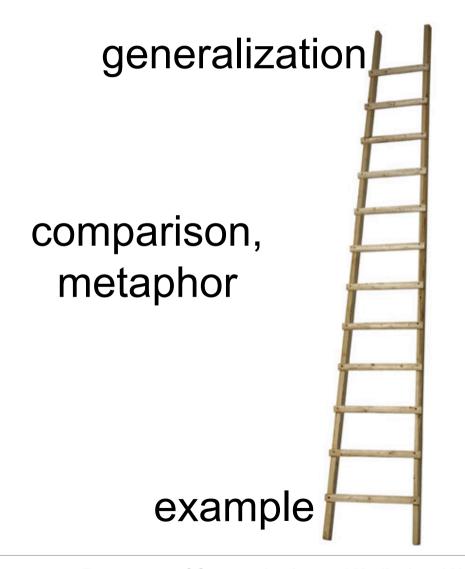


# **Useful topics**

- Environment
- Health
- Economy
- Individual
- Society
- Future



# Ladder of abstraction





### **Structure**

#### Scientific article

- Introduction (give theoretical background, present material)
- Method
- Results
- Discussion

### Lecture to non-experts

- Opening (to make audience attentive and teachable)
- Results, discussion, speculation
- Conclusion



# Presentation programs are useful for

- Visual support
- Structural support
- Memorizing support

(Renberg 2005)



### **Conclusions**

- Use the rhetorical working process!
- Change perspectives!
- Use a rhetorical structure!
- Remember: a public lecture is a rhetorical genre



### When listening to your fellow PhD students

What contributes to fulfilling the aim of the lecture?

What can we learn from the lecture?



### References

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